

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

March 20, 1998

RJR Account #129850

Mr. J. Smith

COOK WHOLESALE

**SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE**

Dear Jeff:

SALEM .30¢ Tear Tape product has been ordered, as well as 4 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

**SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**PARTNERS 'BONUS' REPORTING DESCRIPTION**

**'SAL 98 .30/1 PK'**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162602

Enc. Retailer Letter

Retail Customer List

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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**APRIL / MAY / JUNE DELIVERY**  
**SALEM TEAR TAPE**  
COOK WHOLESALE

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>1</u>
12300-24195	<i>Full Flavor 100</i>	<u>1</u>
12300-24196	<i>Light</i>	<u>1</u>
12300-24197	<i>Light 100</i>	<u>1</u>

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$1,188.86

**RETAIL DISTRIBUTION DATES**

**(REFER TO ATTACHED CUSTOMER LISTS)**

**APRIL DISTRIBUTION** **4/13/98 (PRODUCT AND DISPLAY)**

**MAY DISTRIBUTION** **5/4/98 (PRODUCT ONLY)**

**JUNE DISTRIBUTION** **6/8/98 (PRODUCT ONLY)**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)*

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WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>  
TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428			1		1		
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	1	1	1	1	4		
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1	1	1	1	4		
162604	162630	035864	NORTH GREECE GAS	3570 LATTI RD	ROCHESTER	NY	14612	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 3 3 4 3 13

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 3 3 4 3 13

APRIL DISTRIBUTION  
4/13/98

WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>  
TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428			1		1		
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	1	1	1	1	4		
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1	1	1	1	4		
162604	162630	035864	NORTH GREECE GAS	3570 LATTI RD	ROCHESTER	NY	14612	1	1	1	1	4		

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TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 3 3 4 3 13

MAY DISTRIBUTION  
5/4/98

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 1  
DATE: 98-03-  
TIME: 11:35WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>  
TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428			1		1		
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TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 3 3 4 3 13

JUNE DISTRIBUTION  
6/8/98

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*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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